



Pulse: The Public Health Report

Public Health – Outside the Box



Tacoma-Pierce County

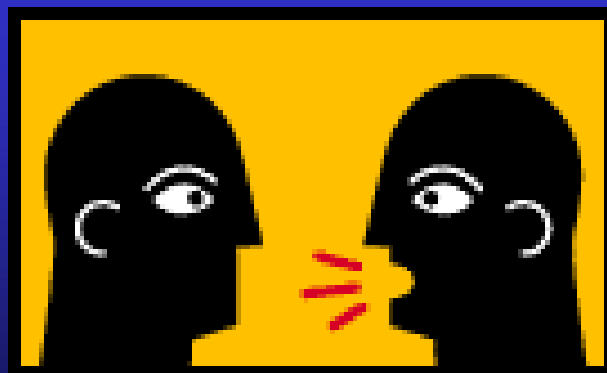
HEALTH

DEPARTMENT

www.tpchd.org

Prevention through Television

- To prevent harmful behavior we must educate the public about what is harmful to them.
- To educate, we must communicate !!!



Tacoma-Pierce County

HEALTH

DEPARTMENT
www.tpchd.org



Our Solution.

- Television (Let's watch a clip!)



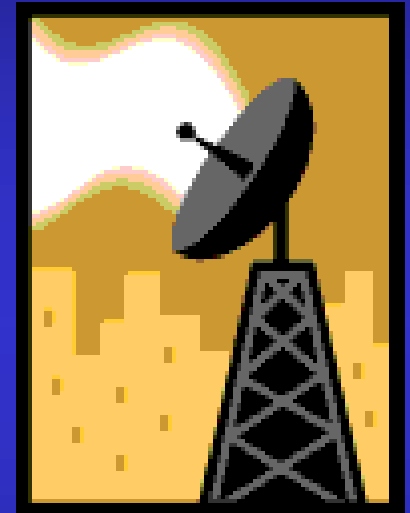
Tacoma-Pierce County

HEALTH

DEPARTMENT
www.tpchd.org

Why Television?

- Target specific Audiences
- Traceable via Nielson Ratings
- Reusable content
- KBTC programs reach 1.8 million TV households and 2.8 million viewers in Western Washington.
- Visual Medium



Tacoma-Pierce County

HEALTH

DEPARTMENT
www.tpchd.org

Partnering With KBTC Bates Technical College

- Affordable
- Access to finished content
- Teaching students
- Geography
- Credibility
- Community Partner
- Introduction to Q13 south sound news
- Creating Positive South Sound programming



Tacoma-Pierce County

HEALTH

DEPARTMENT
www.tpchd.org

About KBTC



- Subsidiary of Bates Technical College
- Acquired KSTW station facilities in 2001
- Currently the PBS affiliate for western WA
- 12 largest media market in the nation
- Train students in communication and multimedia production, broadcasting



HEALTH
DEPARTMENT
www.tpchd.org

Show Format

- 30 second underwriter spot
- 1 minute tease
- Three 8 min 30 second Health segments
- 5 second Health tip graphics
- 1 minute close
- Credits



Tacoma-Pierce County

HEALTH

DEPARTMENT
www.tpchd.org

Our Agreement

- Total of 40 individual episodes
- Each episode is 30 minutes in length
- Each episode is aired twice each week
- Friday at 6pm on channel 12 (AT&T, check local listing for other cable carriers)
- Additional play, Sunday at 12:30



Tacoma-Pierce County

HEALTH

DEPARTMENT
www.tpchd.org



Food Safety Clip

Please view a sample clip!

Subjects we have covered

- ASARCO Clean up
- Food Safety
- Fluoridation
- Oral Health
- Teens and Tobacco
- Methadone Treatment
- Methamphetamine
- Antibiotic Resistance
- Illegal Dumping
- Youth at Risk
- STD's
- HIV/AIDS
- Child Abuse
- Teen Pregnancy



Tacoma-Pierce County

HEALTH

DEPARTMENT
www.tpchd.org

Cost comparison

Production	Number of people reached Per Venue	Cost per event/show	Customer Acquisition Cost
Event	100	\$3884-5000	\$38.84-50.00
Television* (2 shows per week)	30,000-76,000	\$2,916	33 cents-.002 cents



Tacoma-Pierce County

HEALTH

DEPARTMENT
www.tpchd.org

Advertising comparison

- News clips for television stations
- Educational videos for health classes and schools
- Streaming web content
- Public Service Announcements
- Dissemination to Health Departments/targeted publics across the country



Tacoma-Pierce County

HEALTH

DEPARTMENT
www.tpchd.org

Who do we reach?

- Over half of all television viewers from Everett to Bellevue, Seattle, Tacoma and Olympia watch KBTC each month.
- KBTC viewers are male, female, 25-65, educated, and affluent.
- Through targeted cable advertising (television commercials) we have successfully pulled desired demographics to the show.
- Tapes can be disseminated to whomever we want.



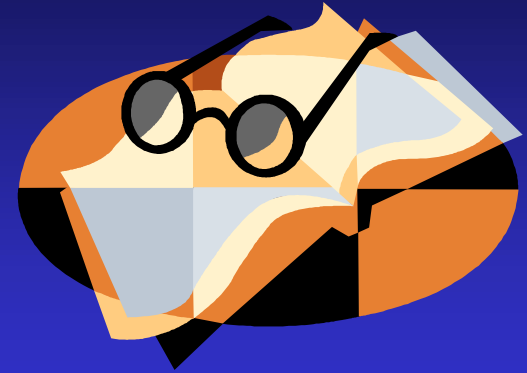
Tacoma-Pierce County

HEALTH

DEPARTMENT
www.tpchd.org

Evaluation

- Web hits
- Telephone calls
- Emails to the station
- Requests for Public Appearances
- Nielson Ratings system



Tacoma-Pierce County

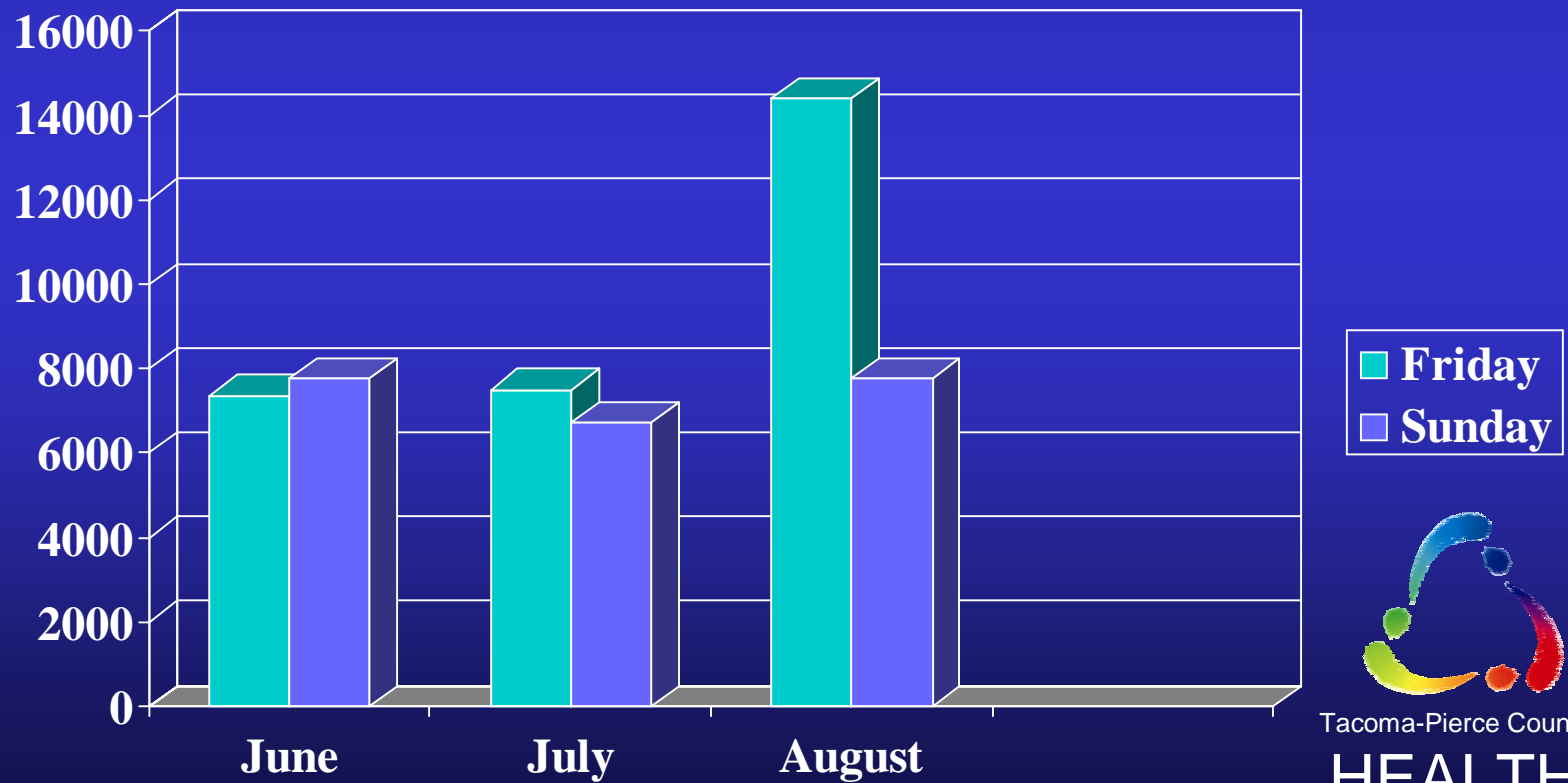
HEALTH

DEPARTMENT
www.tpchd.org

How are we doing?

1 household = 2-5 viewers

Average viewers per week = 30,520 - 76,300



Tacoma-Pierce County

HEALTH

DEPARTMENT
www.tpchd.org

Things we expect in the future!

- Distribution of Content
- Possible Syndication
- Internet Streaming
- Simulcast interaction



Tacoma-Pierce County

HEALTH

DEPARTMENT
www.tpchd.org